

# Optima Health Integrated Care Model

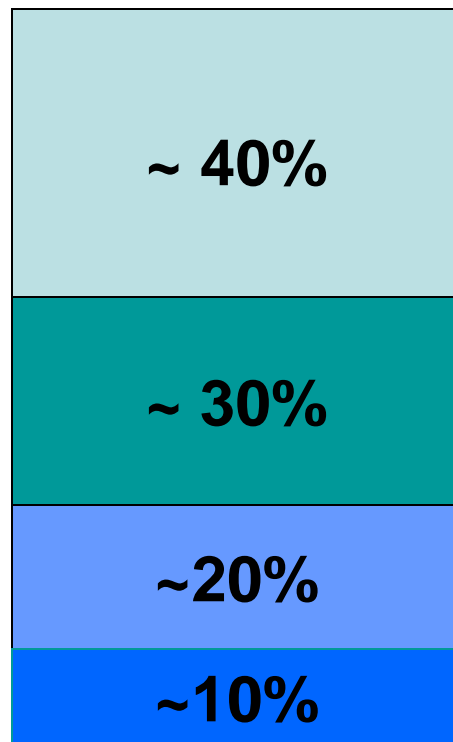
*We Improve Health Every Day*

November 9, 2010

# Overview for Today

- **Introductions**
- **Review of Optima's Clinical Care Services & Patient Centered Model**
  - The Role of Outreach & Early Identification
  - Optima's Clinical Care Services Model -- The Integration of Medical & Behavioral Services
- **Measures of Success**
- **Health Care Reform Initiatives**

# Total Health: How Long, How Well We Live



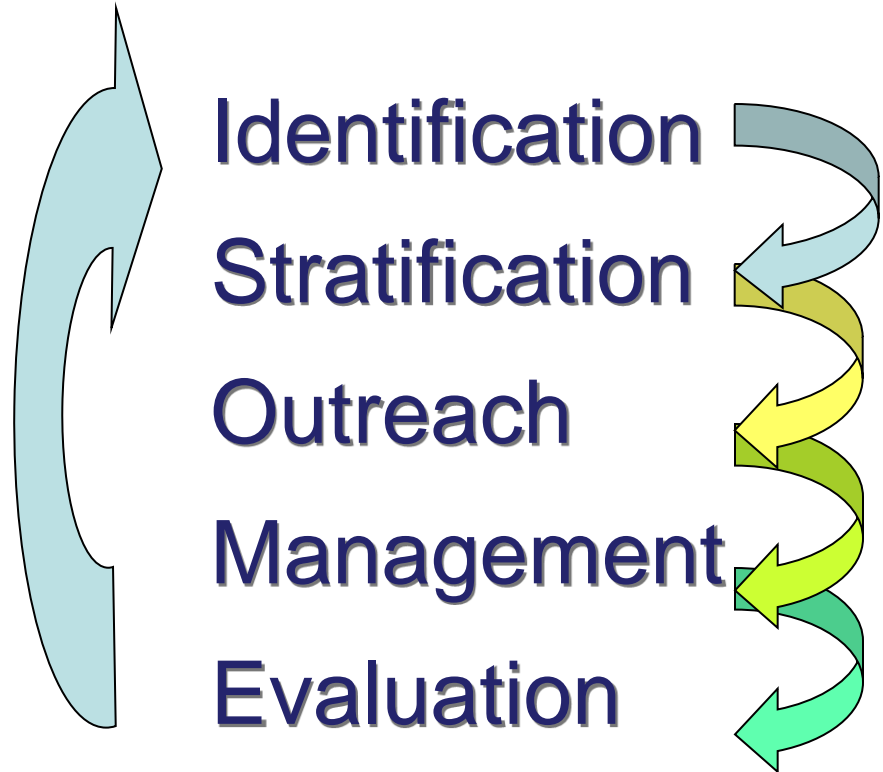
Behavior: Tobacco use, Nutrition,  
Weight, MDD (Movement Deficit Disorder)

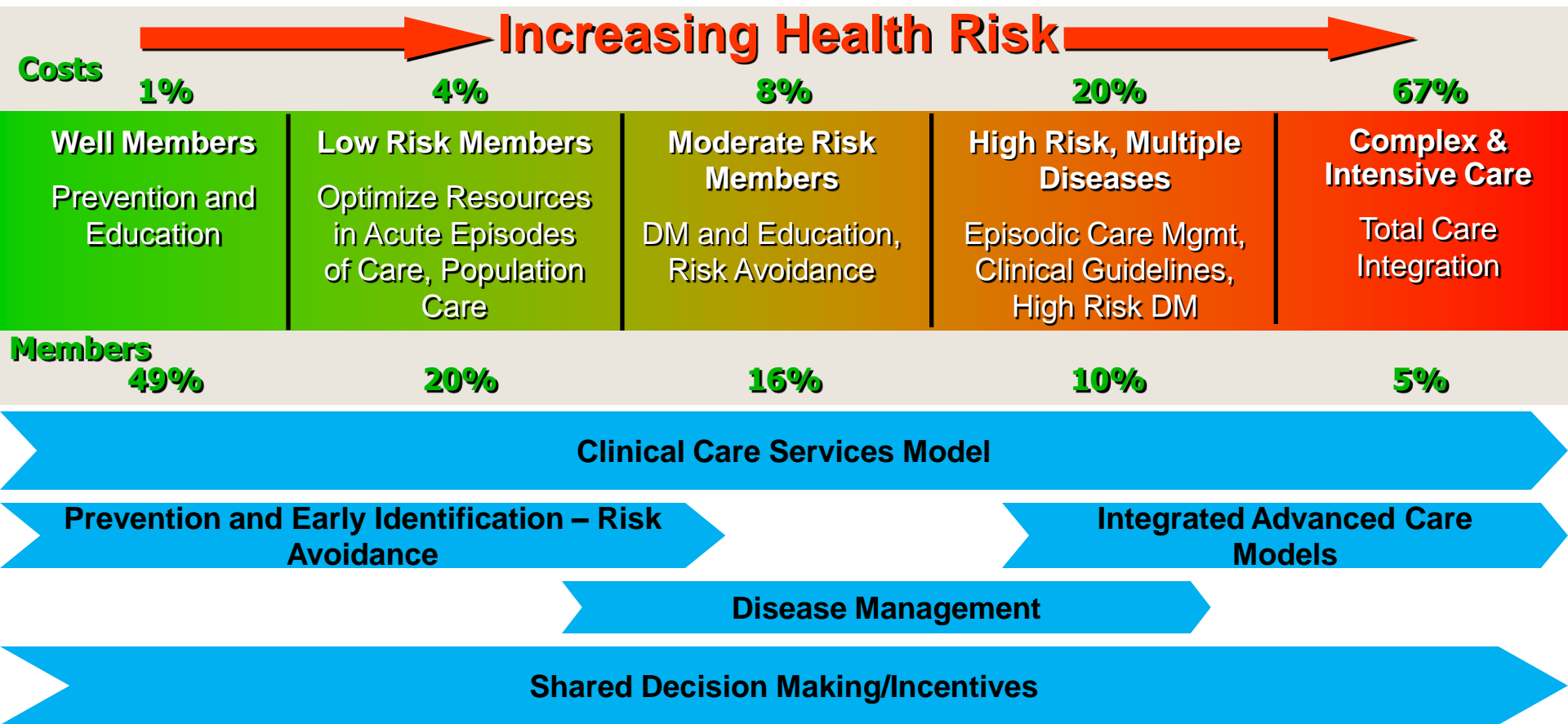
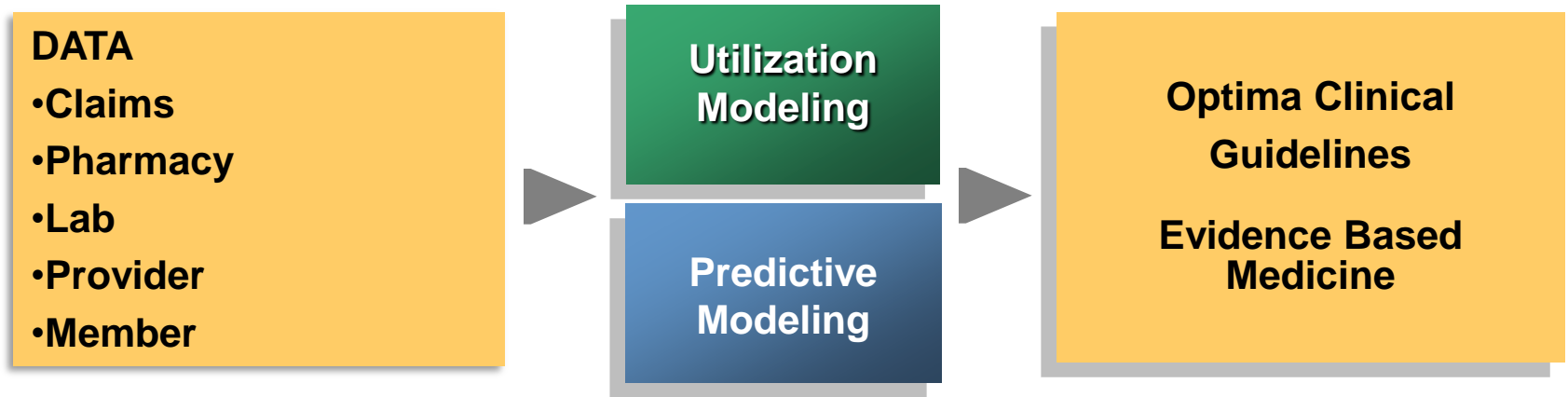
Genetics

Environment/public health

Healthcare Delivery

# Clinical Care Services Process





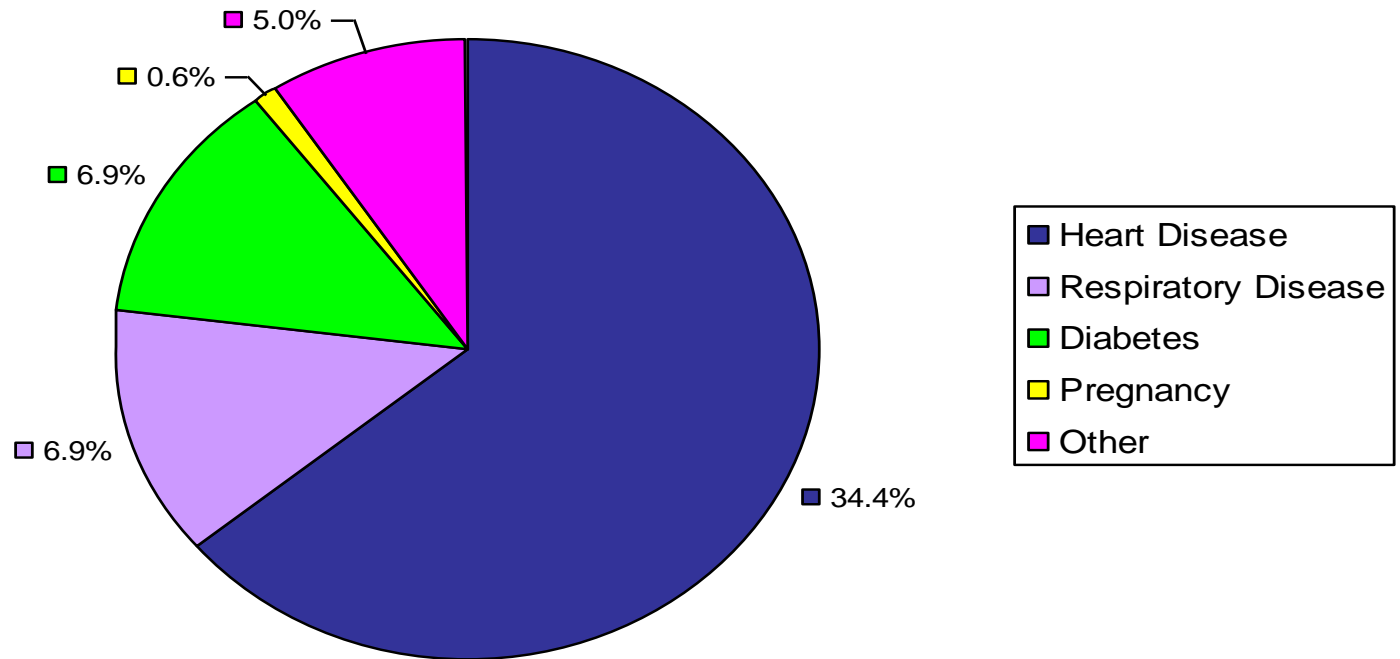
# Interdisciplinary Team

- Consists of medical care management, behavioral health management, disease management, pharmacy management, quality improvement, community health, and clinical & business intelligence
- **Goals**
  - Reduce fragmentation & duplication within the health care system
  - Make a difference, one person at a time

# Alternative Delivery Model

- Patient service coordinators (PSCs) manage chronic care members with multiple disease conditions & provide coordination of services
  - Strong customer service background - trained as coach
  - Patient Centric – efficient productivity model & measurements
  - Assess “readiness for change” in members to target disease management activities
  - Integrate prevention & screening of the community, teaching members how to improve personal healthcare

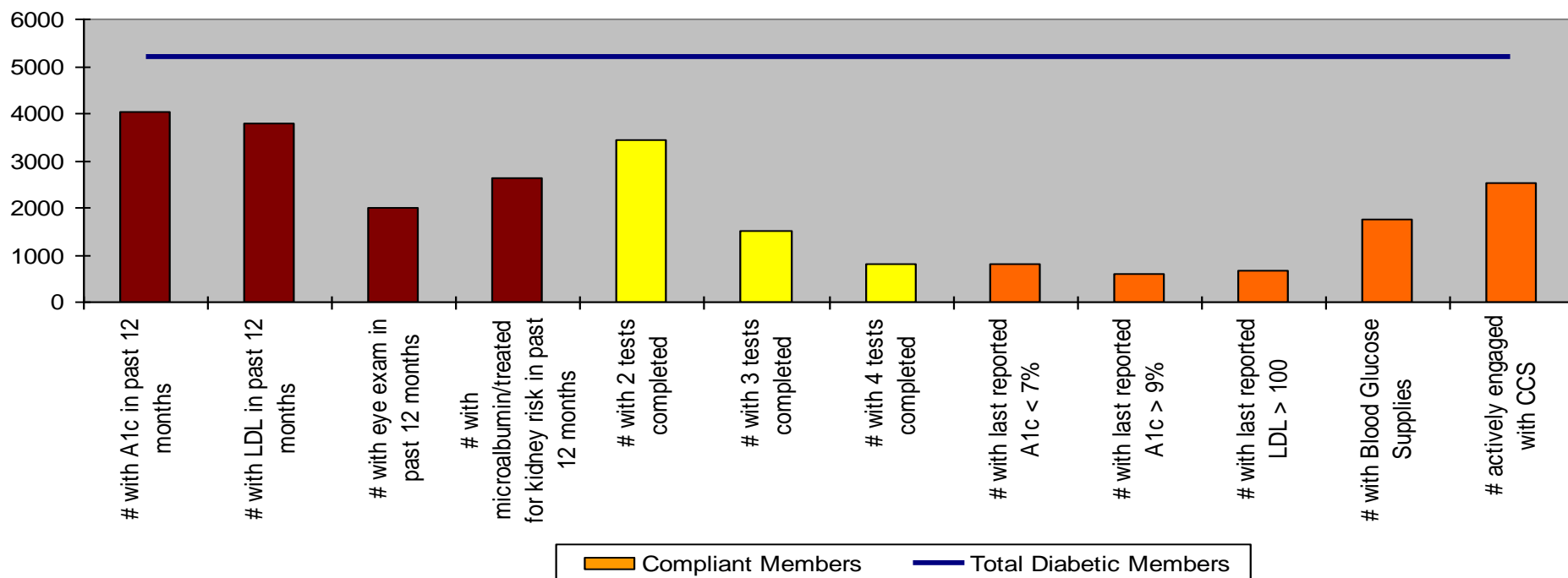
## Health Risk Factors/Presence of Chronic Illness Identified



Category	Risk Factor	Number of Members	% of Members
Heart Disease	Acute Cardiac Event	271	0.4%
Heart Disease	Hyperlipidemia/HLD	12190	16.1%
Heart Disease	Hypertension/HTN	13573	17.9%
Respiratory Disease	Asthma	4305	5.7%
Respiratory Disease	COPD	944	1.2%
Diabetes	Diabetes	5195	6.9%
Pregnancy	Pregnancy	448	0.6%
Other	Drug Use Recorded	52	0.1%
Other	Tobacco Use Recorded	368	0.5%
Other	BMI > 25 and < 30 Recorded	1272	1.7%
Other	BMI > 30 Recorded	1910	2.5%
Other	Depression Screening Positive	143	0.2%



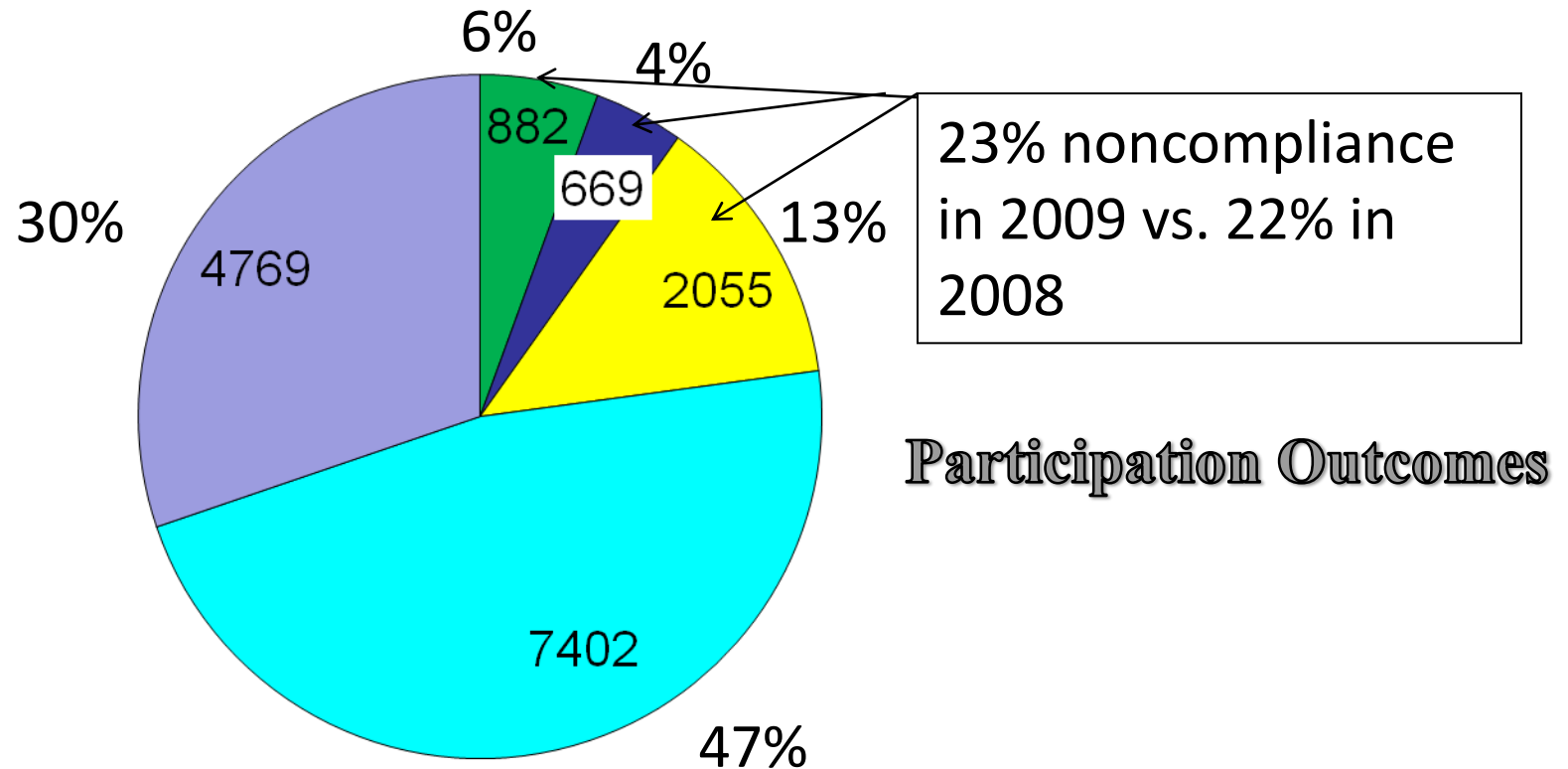
# Sample from Clinical EGR - Diabetes



Compliant Measures	Number of Members	% Diabetics
# with A1c in past 12 months	4039	77.7%
# with LDL in past 12 months	3794	73.0%
# with eye exam in past 12 months	1998	38.5%
# with microalbumin/treated for kidney risk in past 12 months	2623	50.5%
# with 2 tests completed	3453	66.5%
# with 3 tests completed	1496	28.8%
# with 4 tests completed	806	15.5%
# with last reported A1c < 7%	820	15.8%
# with last reported A1c > 9%	589	11.3%
# with last reported LDL > 100	654	12.6%
# with Blood Glucose Supplies	1751	33.7%
# actively engaged with CCS	2526	48.6%
# Members with ER Visit in past 12 months	21	0.4%
# Members with IP Admissions in past 12 months	61	1.2%

# 2010 PHP Screening Results

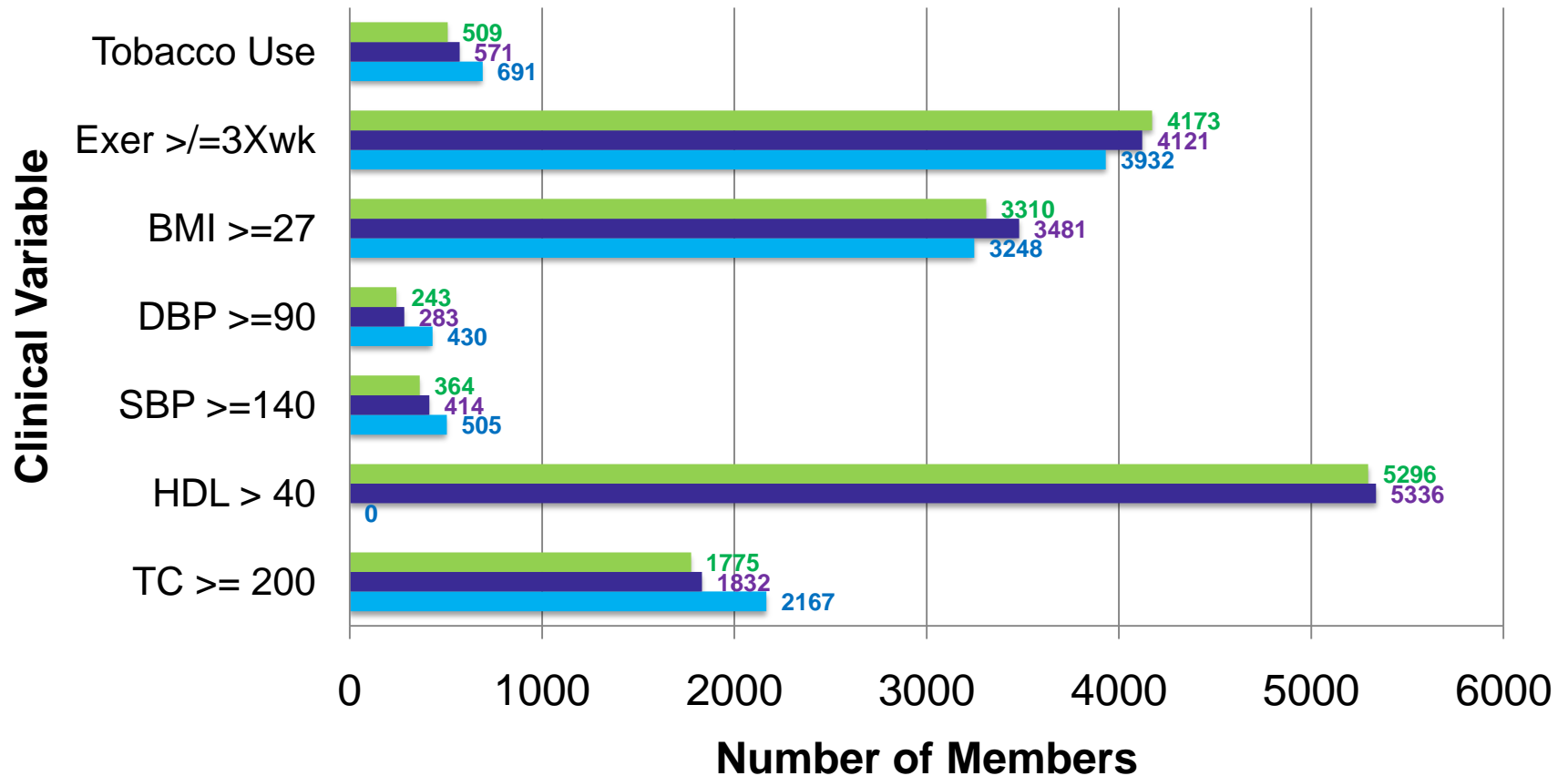
## Employees Covered by Medical Plan



- Did Not Take PHP - 6%
- Took PHP - 2+ Risks/Never Agreed to Work with Coach - 4%
- Took PHP - 2+ Risks/Agreed but Did Not Work with Coach - 13%
- Took PHP - Healthy (0-1 Risk) - 47%
- Took PHP - 2+ Risks/Working with Coach - 30%

# Mission Health Modifiable Risk Factor Report Three year period

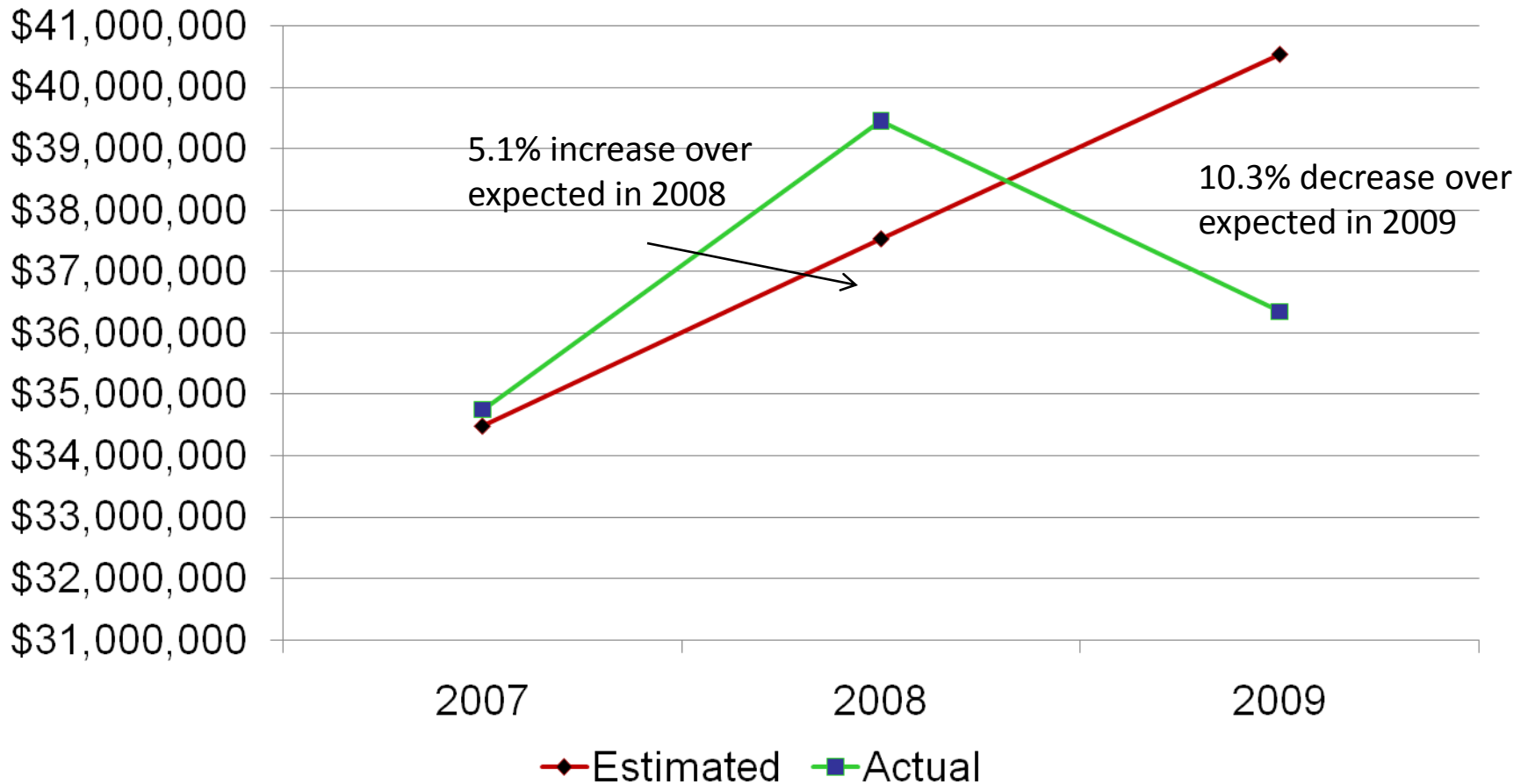
## Clinical Outcomes



6,330 employees answering  
all questions in each year

■ 2010 ■ 2009 ■ 2008

# Estimated vs. Actual Mission Health Costs



Estimated costs for 2008 based on actual 2007 plus 8% trend  
Estimated costs for 2009 based on estimated 2008 plus 8% trend  
Costs include all program operations and incentives paid

# Sentara / Optima Initiatives

## *To Transform Health Care*



- Accountable Care Organizations
- Patient-centered Medical Homes
- Chronic Care
- End of Life
- Knowledge Management



Optima   
Health

